

**SUPPORTING STATEMENT**

**EXTENSION OF TURRET FARM,  
HIGH ROAD, HOCKLEY TO  
PROVIDE GUEST ACCOMMODATION  
SUITES TO SERVE ALBON ENGINEERING  
AND MANUFACTURING PLC, ARTERIAL  
ROAD, RAYLEIGH.**

**APPLICATION PREPARED BY FORGE  
DEVELOPMENTS LTD ON BEHALF OF ALBON  
ENGINEERING AND MANUFACTURING PLC**

**MARCH 2006**

## 1.0 INTRODUCTION

- 1.1 The application hereby submitted for determination is an amended version of application 05/00640/FUL that refused planning permission by Rochford District Council on the 22<sup>nd</sup> September 2005. There was only one reason for refusal given in the Decision Notice issued by Rochford District Council at this time that being that it was felt by the Council **“...that the very special circumstances claimed by the applicant [in the previous application] do not amount to very special circumstances sufficient to outweigh the harm caused by inappropriate development...”**.
- 1.2 The applicant does not agree with the Council's view in respect of very special circumstances as outlined in the reason for refusal given in the Decision Notice. The purpose of this repeat application is to attempt to better demonstrate that very special circumstances do exist in this instance and more importantly that the Policy context under which the previous application was determined has changed to such an extent that the current application can be approved.
- 1.3 It is the considered view of the applicant that Policy context against which the previous application was determined in September 2005 has changed markedly with the publication of the Post Inquiry Modifications to the emerging Rochford Replacement Local Plan. The emerging Plan to which the modifications relate is at an advanced stage and it is understood that it is this Plan that is currently being used by Rochford District Council for Development Control purposes. Emerging Policy R2, as modified, entitled *Rural Settlement Areas within the Green Belt* is now a material consideration in the determination of the resubmitted application.
- 1.4 The Council will also note from the revised drawings submitted that the scheme as previously proposed has been amended to ensure:
- The appearance of the extension is more in keeping with the scale and character of the dwelling and with its setting;
  - The extension is less visually intrusive;
  - The extent of modification to the existing dwelling house to enable development has been minimized; and
  - The extension has been sited to ensure that no harm to the amenity of nearby residents will result.

- 1.5 As the Council is aware from the previous submission the application site is located within a complex of existing buildings and structures on land off High Road, Hockley designated as Metropolitan Green Belt. As the Council is aware the application site is within a developed area and not within open countryside. The application site is immediately adjacent the existing Turret Farm and in close proximity to other existing residential dwellings to the north, to the east of the application site is land under institutional use, and to the south and west is located areas of land under agricultural use.
- 1.6 Access to the application site as previously advised is to be achieved via an existing private drive off High Road that serves Turret Farm.
- 1.7 Turret Farm is a large detached dwelling that is situated within significant landscaped grounds. Within the curtilage of Turret Farm are a number of traditional out-buildings and other structures that now contain amongst other uses a private swimming pool, sauna and bar. Since the initial occupation of Turret Farm by Mr and Mrs Albon the entire site has been used at regular intervals to entertain business guests visiting Albon Engineering and Manufacturing PLC.
- 1.8 The business guest accommodation proposed under this application is required to meet existing deficiencies in high quality visitor accommodation about the local area.
- 1.9 The amount of visitor accommodation being applied for is the absolute minimum necessary to meet the current demand resulting from the business.
- 1.10 It is the considered view of the applicant that the lack of high quality bed spaces within a reasonable drive time of the application site is beginning to affect the perception of the business globally and the current situation could adversely affect continued growth of the business.
- 1.11 As stated in the previous application, the applicant has noted an alarming trend over the previous 18 months in that more frequent visitors to Albon Engineering and Manufacturing are opting to stay in central London rather than within the local area. This trend has resulted in the business having to invest in a suitable vehicle and chauffeur to provide a dedicated shuttle service between the business, Turret Farm and central London. The current situation results in significant numbers of

unnecessary vehicle trips about the local road network, adds to existing levels of congestion specifically along the A127, and is inherently unsustainable.

- 1.12 It is the considered view of the applicant that the existing situation is both costly to the business in terms of time and resources and further places additional strains upon employees and visitors to the business. Clearly the current situation is unsatisfactory and requires urgent attention to ensure the continued growth of the business.

## 2.0 THE PROPOSAL

- 2.1 The proposal is to physically extend the existing dwelling house known as Turret Farm to provide three guest suites at first and second floor levels and the formation of dedicated conference and breakfast/dining rooms at ground floor level. To facilitate the operation of the guest suites independent from the main domestic dwelling, an 24-hour guest entrance has been provided a ground floor level. An enlarged laundry room to be used in association with the guest suites proposed is also to be formed at ground floor level within existing permitted floor space under residential use at Turret Farm.
- 2.2 It should be noted that the extension area containing the guest suites has been designed to ensure that there is only one internal door linking the dwelling house with the proposed business suites. The lack of any other door openings between the two uses should assure the Council of the merits of the proposal and furthermore clearly demonstrate that the business wing as proposed is designed to operate independently, as far as possible, from the main dwelling house. The ground floor fire door opening between the two uses as shown on drawing reference M.373.04.1.A is required as means of escape for insurance purposes.
- 2.3 As the Council is aware Albon Engineering and Manufacturing PLC have expanded over the past 20 years from a small family run business to become the largest employer in Rochford District with an annual turnover of £60,000,000 per annum. This dramatic growth in the business is partly due to the degree to which senior management are accessible to business clients. This is most clearly demonstrated through the continued use of Turret Farm as the Albon family home as a venue to entertain business guests visiting Albon Engineering and Manufacturing PLC. It is this family business ethos that the applicant is keen to reinforce through the offer of branded accommodation at Turret Farm furnished to a high standard suitable to meet the needs and requirements of all guests visiting the business.
- 2.4 As stated in the previous application and subsequently confirmed by the Council's own Economic Development Officer there is a serious deficiency in high quality visitor accommodation within Rochford District. This is also confirmed with paragraph 6.13.3 of the adopted Rochford District Local Plan First Review document that states **"At the present time there are only a limited number of bed spaces for permanent holiday accommodation within the District. The only hotels are the**

airport motel in Aviation Way, Renoufs Hotel in Rochford and The Chichester at Rawreth."

### 3.0 DEVELOPMENT PLAN

3.1 The Development Plan for the application site comprises the approved Essex and Southend-on-Sea Replacement Structure Plan (4/01) and the adopted Rochford District Local Plan First Review (4/95). The emerging Second Deposit Draft Rochford District Replacement Local Plan (5/04), as modified through the Post Inquiry Modifications to the Second Deposit Draft Rochford District Replacement Local Plan (2/06) document is also an important material consideration in the determination of the current application.

3.2 In addition to adopted and emerging Policy contained within the Development Plan the Economic Development Strategy for Rochford District (10/04) is also of relevant.

#### 3.3 Essex and Southend-on-Sea Replacement Structure Plan

3.3.1 As a result of the limited scale and extent of the development proposals Forge Developments have not examined in detail those policies contained within the Structure Plan.

#### 3.4 Rochford District Local Plan First Review

3.4.1 This Plan is adopted and as such forms part of the Development Plan against which planning decisions are made. As such the following policies are relevant to the current proposals.

##### 3.4.2 Policy GB1 (Development within the Green Belt)

The Policy states:

**“Within the Green Belt permission will not be given, except in very special circumstances, for the construction of new buildings or for the change of use or extension of existing buildings (other than reasonable extensions to existing dwellings as defined in policies GB2 and GB7), for purposes other than agriculture, mineral extraction or forestry, small-scale facilities for outdoor participatory sport and recreation, institutions requiring large grounds, cemeteries or similar uses which are open in character.” (FD underline)**

##### 3.4.3 Policy EB1 (Economic Strategy)

The Policy states:

**“The council will seek to maintain and increase appropriate levels of employment and economic activity in the District commensurate with environmental considerations and the capacity of the infrastructure. This will be achieved by the other provisions of this local plan and the activities of other relevant agencies, and when considered necessary ad hoc initiatives by the Council related to the resources that may be available from time to time. Special consideration will be given to the needs and encouragement of small businesses and the Council will seek to ensure that there is an adequate supply of starter units for new enterprises.”** (FD underline)

**3.4.4 Policy LT15 (Tourism)**

The Policy states:

**“The local planning authority will promote tourism and will improve and encourage the development of facilities for visitors to the District.”**

- 3.4.5 As stated previously, it is the applicant’s considered view that there is insufficient bed spaces of an appropriate standard within a reasonable drive-time of Turrett Farm. This view is further confirmed by the Council within paragraph 6.13.3 of the adopted Plan, as follows.

**3.4.6 Paragraph 6.13.3 states:**

**“At the present time there are only a limited number of bed spaces for permanent holiday accommodation within the District. The only hotels are the airport motel in Aviation Way, Renoufs Hotel in Rochford and The Chichester at Rawreth. The Local Planning Authority will continue to promote the development of facilities as far as compatible with other policies.”** (FD underline)

**3.5 Second Deposit Draft Rochford District Replacement Local Plan, as modified**

- 3.5.1 Although this Plan is an emerging document and does not yet comprise the Development Plan for the District it is at an advanced stage and as such the following policies and other extracts are relevant to the development proposals.

**3.5.2 Policy CS3 (Reducing the Need to Travel)**

The Policy states:



**“It is the Council’s aim to ensure that development reduces the length, number and duration of motorised journeys, particularly at peak hours and that it encourages the use of alternative modes of transport to help protect the quality of the built environment.”**

(FD underline)

**3.5.3 Policy CS5 (Encouraging Economic Regeneration)**

The Policy states:

**“The local planning authority will:**

- a. Work with partners to consolidate the local economy and attract new investment; and**
- b. Allocate land for industrial and commercial uses, whilst striving to maintain and enhance the viability of town and village centres as attractive places to visit and shop.” (FD underline)**

**3.5.4 Policy CS6 (Promoting Good Design and Design Statements)**

The Policy states:

**“It is the Council’s aim to encourage good quality design which:**

- a. Takes into account the existing form and character of the site and its surroundings;**
- b. Relates to the locality in terms of scale, layout, proportion, materials and detailing;**
- c. Includes landscaping arrangements which reduce the visual impact of and positively enhance the proposal and its surroundings;**
- d. Minimises the risk of crime; and**
- e. Provides adequate space for the storage, recycling and collection of waste.**

**Development proposals will need to be supported by design statements in the circumstances set out in LPSPG5.”**

**3.5.5 Policy R1 (Development in the Green Belt)**

The Policy states:

**“Within the Metropolitan Green Belt there is a general presumption against inappropriate development. Except in very special circumstances, planning permission will not be granted unless for:-**

- (i) Development required for agriculture or forestry in accordance with Policies R3, R4, R8 and R9;**

- (ii) The extension, alteration or replacement of existing dwellings in accordance with the criteria defined in Policies R2, R5 and R6;
- (iii) Limited affordable housing for local community needs within or immediately adjoining existing villages, in accordance with the criteria defined in Policy HP9;
- (iv) Essential small-scale facilities for outdoor sport and outdoor recreation in accordance with PPG2;
- (v) The re-use or adaptation of existing buildings in accordance with the criteria defined in Policy R9;
- (vi) Mineral extraction and related restoration;
- (vii) Cemeteries, or other uses of land which fulfill the objectives of the Green Belt; or
- (viii) The provision of agricultural or forestry dwellings in accordance with the criteria defined in policy R3.

Development which may be permitted under this policy should preserve the openness of the Green Belt and should not conflict with the main purposes of including land within it.

Any development which is permitted should be of a scale, design and siting such that the character of the countryside is not harmed and nature conservation interests are protected."

(FD underline)

### 3.5.6 Policy R2 (Rural Settlement Areas within the Green Belt)

The Policy states:

"Within the following rural settlement areas:-

- (i) Central Avenue/Pevensey Gardens, Hullbridge;
- (ii) Pooles Lane, Hullbridge;
- (iii) Windsor Gardens, Hawkwell;
- (iv) Rectory Road/Hall Road, Hawkwell;
- (v) Barling Road/Rebels Lane, Great Wakering;
- (vi) Stonebridge, Barling;
- (vii) Hall Road, Rochford;
- (viii) Kingsman Farm Road, Hullbridge; and,
- (ix) Bullwood Hall Lane and High Road, Hockley,

Proposals for extensions to dwellings in these areas as defined on the Proposals Map and in LPSPG3 will be permitted if the following criteria are met:

- (a) The appearance of the extension is in keeping with the scale and character of the dwelling and with its setting;
- (b) The extension will not be visually intrusive in the open character of the surrounding countryside;
- (c) The extension would not harm the amenity of nearby residents.”  
(FD underline)

3.5.7 It is the considered view of the applicant that the development proposals accord fully with emerging Policy R2 and as such planning permission should be forthcoming in this instance.

3.5.8 Importantly, emerging paragraph 4.15 of the emerging Plan states: Paragraph 4.15:  
“The Council will give special consideration to the needs and encouragement of both small businesses and large-scale employment uses. The Council will seek to ensure that a range of sites and mix of units are provided within the District, including starter units and large-scale development opportunities.”  
(FD underline)

3.5.9 **Policy TP1 (Sustainable Transport)**

The Policy states:

**“The local planning authority will develop and implement a sustainable approach to transport based on managing the demand for travel and distribution, which is integrated with land use planning, and which aims to:**

- 1. Reduce the need to travel;**
- 2. Reduce the growth in length, duration and number of motorised journeys;**
- 3. Encouraging alternative means of travel which have less environmental impact; and**
- 4. Reduce reliance on the private car and road haulage.” (FD underline)**

3.5.10 **Policy LT19 (New Hotel and Guest House Accommodation)**

The Policy states:

**“A. Proposals for hotel or guesthouse accommodation (with six or more bedrooms), within residential areas, as defined on the proposal maps, will only be permitted if all of the following criteria are met:**

- i. Suitable means of access, car parking and servicing arrangements will be provided;**

- ii. The location is well related to the road hierarchy and public transport is available nearby; and
- iii. The proposal has no adverse affect on the amenity of residential areas, Conservation Areas, listed buildings the character of the landscape or nature conservation interests.

**B. Proposals for hotel or guesthouse accommodation (with six or more bedrooms) outside residential areas, as defined on the proposal maps, will be permitted if all of the following criteria are met:**

- i. A need for the development has been demonstrated;
- ii. Demonstration that there is no site available within existing residential areas;
- iii. The site should be located close to the edge of existing residential areas;
- iv. The scale and appearance of the development will not have an adverse impact on the historic environment, character of the landscape or nature conservation interests;
- v. There will be no adverse impact on the Metropolitan Green Belt; and
- vi. The site is accessible by a choice of types of transport.”

(FD underline)

### **3.6 Economic Development Strategy for Rochford District**

#### **3.6.1 Paragraph 2.4**

The paragraph states:

“The aim of this particular strategy is to:

‘Work with partners to maximise the economic well being of businesses in the area, making the District a better place to live and work’” (FD underline)

#### 4.0 SUMMARY

4.1 The following key points are considered to be of particular relevance to the current proposal:

- Appendix A attached to this Supporting Statement contains a list of those business guests that visited Albon Engineering and Manufacturing PLC for business purposes between July 2003 and July 2004 – It is hoped that the information supplied provides an indication in the level of demand for the application proposals over a typical 12-month period;
- Turret Farm, Hockley has traditionally been used by Albon Engineering and Manufacturing as a venue to entertain business guests;
- Those business guests that visit Turret Farm appreciate the informal surroundings;
- Albon Engineering and Manufacturing PLC wish to reinforce the ‘family business’ ethos that it is believed has contributed significantly to the success of the business over the past 20 years;
- There are no available bed-spaces of a sufficiently high standard for business guests located within a reasonable drive-time of either Albon Engineering and Manufacturing and Turret Farm;
- The proposal will remove vehicle trips from the already congested local highway network;
- The proposal will result in additional employment being created locally in order to construct, decorate, maintain and service on a daily basis the guest accommodation suites proposed;
- The proposal accords with the Economic Development Strategy for Rochford District;
- The application proposals accord with emerging Policy R2 and as such should be permitted; and
- The application proposals do in fact constitute “very special circumstances” in accordance with Government guidance contained in Planning Policy Guidance Note 2 and as such can be permitted.

5.0 **Conclusion**

- 5.1 It is demonstrated that a “very special circumstances” case does exist that is sufficient allow the grant of planning permission for the business guest spaces proposed.
- 5.2 The application proposals have been redesigned to ensure that no additional floor space is required to be accommodated within the main dwelling house to facilitate the erection of the new guest suites proposed.
- 5.3 Given the wording of emerging Policy R2, the type of development proposed, and the direct link between delivery of the guest suites and the continued growth of Albon Engineering and Manufacturing PLC it is the considered view of the applicant that planning permission should be forthcoming.
- 5.4 Albon Engineering and Manufacturing would request that Rochford District Council permit the current application and demonstrate its stated commitment to maximising the economic well being of businesses located within the District.

**APPENDIX A**

**CLIENTS, CUSTOMERS, SUPPLIERS, ADVISORS  
AND GUESTS VISITING ALBON ENGINEERING PLC  
FOR BUSINESS PURPOSES BETWEEN  
JULY 2003 AND JULY 2004**

The following list details those business guests that visited Albon Engineering and Manufacturing over a 12-month period between July 2003 and July 2004. It is understood that all the guests listed below were required to be accommodated locally in guest accommodation.

- Adrian Missen, Allianz Cornhill;
- Agustin Ruiz Perez Cejeula, Nissan Motor Iberica S.A.;
- Al Kubon, Krupp Hoesch Automotive of America;
- Alain Haag, Renault;
- Alan Kaufman, Finers Stephens Innocent;
- Alejandro Blanco, Nissan Motor Iberica S.A.;
- Alessandro Androtti, Ferrari;
- Alessandro Caraglio, Fontana Luigi;
- Alessandro Pizzarelli, Teksid;
- Alice Fraser, Finers Stephens Innocent;
- Andrea Carri, Lombardini;
- Andrew C. Noble, ThyssenKrupp Gerlach;
- Armando Montero Serrano, Nissan;
- B.D. Gaikwad, Kirloskar Oil Engines Ltd;
- Brian Rawlings, Eversheds;
- Bruno Casale, GM-Fiat Worldwide;
- Christian Bignon, Renault;
- Christian Vendange, Iveco;
- Cristiano Pozzi, GM-Fiat Worldwide;
- Daniel Hyon, Ateliers Janves;
- Daniele Carletti, Ducati;
- David Smith, Yanmar;
- Detley Hallerberg, Krupp Gerlach;
- Domonique Rogez, Renault;
- Dr Mike Sporton, Grentek Ltd;
- Edwin Fogliatto, PSA Peugeot Citroen;
- Elizabeth Howard, Keans Solicitors;
- Emmanuel Guillet, Ateliers Janves;
- Enzo Antonozzi, Lombardini;
- Eric Fremeaux, Ateliers Janves;
- Ernst Weeland, Land Bank;



- Fabio Lipperini, Ducati;
- Fabio Salvati, GM-Fiat Worldwide;
- Fabrice Agnoli, Renault;
- Fernando Trapero, Nissan;
- Franco Belstram, Iveco;
- Gary J Fielding, Unipart Industries
- Gary Silcock, UEF;
- Georgeta Molosaga, Economic and Commercial Section, Embassy of Romania;
- Giullano Fazzini, Fontana Luigi;
- Graham J Smith, KPMG;
- Gregorio Gomez, Renault Nissan;
- Gunter Hartmann, Facil;
- Hans Peter Coenen, MAHLE;
- Hartmut Peipe, Krupp Gerlach;
- Henri Kogut, PSA Peugeot Citroen;
- Isabel Linares, Nissan;
- Jacques de Feydeau, Ateliers Janves;
- Javier Ruiz Morais, Nissan Motor Iberica S.A.;
- Jean Jacques Lemaire, Renault;
- Jean-Yves Morin, PSA Peugeot Citroen;
- Jim O'Connell, Glenney;
- Joachim Bossung, Krupp Gerlach;
- Joana Lucinella Viadi, First Secretary, Economic and Commercial Section,  
Embassy of Romania;
- John Harley, THB Clowes Ltd
- Jose M Melero Perez, Nissan Motor Iberica S.A.
- Jose M. Melero Perez, Nissan Motor Iberica S.A.
- Karen Luhning, UEF;
- Kathryn L Taylor, Secretary of Commerce and Tourism, Oklahoma City;
- Lars-Ola Carlstein, Volvo;
- Laura Trinchero, Teksid;
- Loic Mellinand, Volvo Powertrain;
- Luc Bertin, Renault;
- Manuel Mas, Nissan;
- Manuel Savazza, Lombardini;

- Marino Larice-Larlach, Fontana Luigi;
- Markus Britz, Krupp Gerlach;
- Martin Hofman, Mahle;
- Massimiliano Bonanni, Lombardini;
- Massimo Bilotta, GM-Fiat Worldwide;
- Maurizio Novelli, Lombardini;
- Mauro Bolognesi, Lombardini;
- Michel Mestre, Setforge Gauvin;
- Miguel A. de Frutus Arredondo, Nissan;
- Mohsen Taheri, Mack Trucks Inc.;
- Mohsen Taheri, Renault;
- M.S. Haig, DOE;
- Neil Clasper, Economic Development Officer, City of Sunderland;
- Neil Hodgson, R.P. Hodson Risk Services;
- Neville Reyner, EEDA;
- Nidal Sabbah, Burj Al Arab;
- Olivier Cadart, Setforge Lyon;
- Olivier Gaspard, Caterpillar Group Services;
- P.J. Khot, Kirloskar Oil Engines Ltd;
- Paul Birds, Fontana (GB) Ltd;
- Paul Dudley, T.L.Clowes (Warwick) Ltd;
- Paul Edwards, T.L. Clowes (Warwick) Ltd
- Paul J Dudiak, Caterpillar;
- Paul Toothill, Allianz Global Risk;
- Paul Zeelen, Huppert;
- Peter Edward Routley, Iveco;
- Peter R Rawson, Perkins Engines Company Ltd;
- Philippe Damour, Federal Mogul;
- Pierre Cottat, Renault;
- Pierre Louis Cueff, Renault;
- Pierre Tricnaux, Caterpillar Group Services;
- Quentin Remy, Slair Remy Corporation Architects;
- R.R. Deshpande, Kirloskar Oil Engines Ltd;
- Ray Ife, Lawton Imports;
- Renato Cuciniello, Iveco Global Purchasing;

- Ric Durrant, Perkins Engines Company Ltd;
- Rickard Lundberg, Volvo;
- Robb McLellan, Lancaster;
- Robert Lands, Finers Stephens Innocent;
- Robert Pionnier, Renault;
- Rolf Fyne, Business Development Consultant to Ontario Ministry of Enterprise;
- Russell Hazelhurst, KPMG;
- Sergio Corradini, Lombardini;
- Shelton Fowler, Slair Remy Corporation Architects;
- Simon Gilbert, KPMG;
- Steve Eastham, KPMG;
- Sudodh Tandale, Bharat Forge Ltd;
- Sylvie Foreau, Renault;
- Tom Hurst, Economic Development Officer, City of Sunderland;
- Tom Sawyer, AEEU;
- Tony Missen, Huppert;
- Trevor Ward, NSK Europe;
- Uwe Wittich, Facil;
- Vincent Ballandras, Renault;
- Wayne R Prankard, Iveco;